

## **Witty Title That Is Relevant and Attention Grabbing**

Subtitle gives slightly more information, but is focused on heightening the reader's interest.

By Kyle Krol

It has become a tradition, in terms of editorial writing, that your introduction focuses on two different things: the issue at hand and background information on the topic. In your introduction, really get at the heart of the problem quickly- remember, this first paragraph determines if the reader will continue or not. Your writing is the deciding factor.

This next paragraph (which is still considered part of your introduction) gives that background information. You have to convince the reader that this issue is relevant to him/her. Including information from a source would be a great way to hold the reader's attention, while also convincing him/her that the issue matters. Remember, you need at least three sources of information.

Now I've hit the body of my editorial. This section should start out with an opposing viewpoint (aka the counter argument). In this section, you don't "slam" the other side's point of view. Instead, you simply discuss the reasons why that side thinks it's right. This is very similar to other types of writing you've already done (like persuasive ACT writing prompts). Be sure to do a good job of showing the opposing view- not doing so could cost you your credibility.

However, I've got to be sure to prove why my point is better in the next section of the body.

### **Notice the following things in this editorial:**

- The paragraphs are short and to the point
- It had clear sections (intro, body, solution, conclusion)
- Acknowledges the counter argument
- Includes a word count

### **You need to be sure to:**

- Create a catchy title and opening paragraph
- Provide important facts that back up your point of view
- Address the counter argument
- End with something your reader will remember

(This is called the refutation, or refuting the counter argument.) Punch some holes in the argument of the opposition using logic and wit. That's right, a few well placed remarks can help the reader begin to see your side of things, which is important for the next section. Oh, and don't forget to keep it interesting- you need facts and information that make the reader think.

Next up is the all important solution section of the editorial; use the information that helped you prove your point to come up with a solution or to give advice on what steps should be taken to solve the problem. Remember- you are suggesting that the readers DO something about your topic, whether its gather more information, vote, or participate in a demonstration. This needs to be clear and concise, while also articulating your point as fully as possible.

It's time for the big finish. It may take you a few paragraphs to conclude your editorial. Use that logic again and reiterate the main issue. You want your reader to walk away knowing what your editorial was about and your thoughts on the matter. Readers need something to mull over, so always leave them with a zinger.

Word count: 520